



HASBRO ANNOUNCES EARLY “ROLL OUT” OF NEW TRANSFORMERS ANIMATED SERIES TOYS IN CINCINNATI STORES TO COINCIDE WITH TRANSFORMERS CONVENTION INVADING THE QUEEN CITY

PAWTUCKET, R.I., (April 17, 2008) – In 2008, the iconic TRANSFORMERS toys return to their origin with a new *TRANSFORMERS ANIMATED* series on Cartoon Network. And Hasbro helps kids bring the excitement of the new series into the playroom with a full line of great new TRANSFORMERS products.

While the full toy line will not be available nationally until August, TRANSFORMERS fans in Cincinnati will be among the first who are able to purchase the toys in local stores starting in mid-April.

Cincinnati was selected as a lead market for the new TRANSFORMERS ANIMATED series toys because BotCon – the annual convention of TRANSFORMERS fans that attract attendees from around the globe – will invade the Duke Energy Center in Cincinnati from April 24 to 27, 2008. *TRANSFORMERS ANIMATED* Deluxe and Voyager scale figures, along with the *TRANSFORMERS ANIMATED* OPTIMUS PRIME VS. MEGATRON: THE BATTLE BEGINS TWO PACK WITH DVD will be available at Cincinnati Wal-Mart, Toys R Us, and K-Mart stores.

The new *TRANSFORMERS ANIMATED* toy line features an array of characters from the series that will appeal to both young and long-time fans alike. Highlights of the line include Animated-styled action figures, including ROLL OUT COMMAND OPTIMUS PRIME, and BATTLE BLASTERS, along with the SHIFT TECH OPTIMUS PRIME handheld game.

Co-produced by Cartoon Network Studios, the new animated series is set in Detroit in the near future and airs on Saturday mornings at 10:30 a.m. (ET/PT). The unlikely guide through Earth society for the good-guy AUTOBOTS is a brash, energetic 8-year-old girl named Sari Sumdac, who helps the robots establish a headquarters in an old abandoned auto parts plant and becomes an honorary AUTOBOT by enlightening the “ROBOTS IN DISGUISE” on such mysteries of Earth like mega malls, and basic ‘hanging out.’

TRANSFORMERS ANIMATED products

***TRANSFORMERS ANIMATED* OPTIMUS PRIME VS. MEGATRON: THE BATTLE BEGINS TWO PACK WITH DVD**

(Approximate retail price: \$19.99; Ages: 5 & Up; Available: April in Cincinnati; Nationwide, June 22)
Designed to introduce kids to the new world of *TRANSFORMERS: ANIMATED*, this two-pack includes OPTIMUS PRIME and MEGATRON figures posed in battle-ready action stances with over-sized weapons. Also included is “The Battle Begins” DVD that allows kids to preview the new cartoon and become familiar with the expanded TRANSFORMERS fantasy.

***TRANSFORMERS ANIMATED* DELUXE and VOYAGER assortments**

(Approximate retail price: \$9.99 and \$19.99; Ages: 5 & Up; Available: April in Cincinnati; Nationwide, June 22, with additional waves throughout 2008)
Figures in the *TRANSFORMERS ANIMATED* DELUXE and VOYAGER assortment feature character conversion that mirrors conversions in the new *TRANSFORMERS ANIMATED* series, providing a

seamless connection between toy play and the TV program. The *TRANSFORMERS ANIMATED* Deluxe line features a variety of characters with exciting battle weapons and firing projectiles.

***TRANSFORMERS ANIMATED* SUPREME ASSORTMENT – ROLL OUT COMMAND OPTIMUS PRIME figure**

(Approximate retail price: \$49.99; Ages: 5 & up; Available: August)

This imposing action figure is the largest incarnation ever of the AUTOBOT leader OPTIMUS PRIME. Equipped with “Auto-Spin Conversion Technology,” ROLL OUT COMMAND OPTIMUS PRIME begins to morph from vehicle to robot as he rolls along the floor. The AUTOBOT leader comes to life with a moving mouth, sounds, and speech from the cartoon. Also included is a toy replica of the double-bladed power axe seen in the *TRANSFORMERS ANIMATED* series.

***TRANSFORMERS ANIMATED* LEADER assortment**

(Approximate retail price: \$39.99; Ages 5 & up; Available: August, followed by an additional wave in the Fall)

These larger-than-life ROBOTS IN DISGUISE help kids recreate the fun, energy and excitement they experience from watching *Transformers: Animated* on the Cartoon Network. Featuring a variety of the show’s most exciting characters, the Animated LEADER robot figures have working lights and sounds and morph into cool animated vehicles. Featured characters in this assortment include BULKHEAD, MEGATRON, and ULTRA MAGNUS.

SHIFT TECH OPTIMUS PRIME GAME

(Approximate retail price: \$19.99; Ages: 6& up; Available: August)

An interactive *TRANSFORMERS ANIMATED* gaming experience, this handheld game features multiple levels that allow players to explore the world of the new TV series first-hand. With one fluid motion, players can change the shape of the game controller and instantly go from robot-mode to vehicle-mode on screen or visa versa. The SHIFT TECH OPTIMUS PRIME game features 15 games and a database of key TRANSFORMERS robots from the show.

POWER BOTS ASSORTMENT - CYBER SPEED BUMBLEBEE

(Approximate retail price: \$19.99; Ages: 4+; Available: August)

Designed to enable easy play for younger fans, the CYBER SPEED BUMBLEBEE figure is a 12-inch robot-only version of fan favorite character, BUMBLEBEE features robot stomping sounds, battle sounds and phrases! CYBER SPEED BUMBLEBEE stomps and then rolls on his back in one easy step.

BATTLE BLASTER: OPTIMUS PRIME

(Approximate retail price: 34.99; Ages: 5 & up; Available: August)

This next generation of Battle Blasters allows you to bring OPTIMUS PRIME to life. A seamless conversion from vehicle mode to signature weapon, the BATTLE BLATER OPTIMUS PRIME figure not only features electronic lights and battle sounds in both vehicle and blaster mode, but it also has speech direct from the animated series.

In addition to the product listed above, HPG, the licensing division of Hasbro, alongside more than 230 licensees supporting the TRANSFORMERS brand, continue to launch highly innovative and hip lifestyle goods into the global market in a multitude of product categories including apparel, electronics, publishing, food and beverage, paper products, domestics, health and beauty, and cards/stationery. Additionally, the TRANSFORMERS ANIMATED licensing program is well underway, as HPG is working with more than 50 companies to bring goods to market in 2008!